



Print Buyer Resources: 2/2009

From Margie Dana, Print Buyers International

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Professional print buyers should take advantage of every resource available to them as they work hard to stay relevant, informed, and successful.

This list is a partial list of resources for print buyers as we enter a challenging 2009. It is just the beginning.

- Please send additional resources you would like me to add. Also, please visit our web site at www.printbuyersinternational.com. While you're there, sign up for **Margie's Print Tips**, my weekly enewsletter.
 - You can follow me on Twitter. I'm margiedana: www.twitter.com/margiedana.
 - Please join our **print buyers ONLY Group on LinkedIn**. Search under **Groups** by this name: **Print Buyers International. Join in discussions!**
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I. Industry thought leaders

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| Frank Romano | Professor Emeritus at RIT (Rochester Institute of Technology) and leading print industry expert. Regular contributor to Whattheythink.com. |
| Dr. Joe Webb | Leading print industry economist. Dr. Joe is a weekly contributor to Whattheythink.com. Also on Twitter as wtterc. |
| Andy Tribute | Another print industry expert. Andy's in the UK. He contributes to Whattheythink as well. I have yet to meet him but will one day. |

II. Regional production clubs

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| www.bostonprintbuyers.com | Boston Print Buyers (Boston, MA) |
| www.apala.org | Advertising Production Association of Los Angeles (APALA) |
| www.apc-ny.org | Advertising Production Club of New York |
| www.chicagoprintclub.org | Chicago Print Production Club |
| www.hpma.com | Houston Production Managers Association |

<http://productionclubofbaltimore.org> Production Club of Baltimore

www.p3-ny.org P3 – Partnership in Print Production (New York City)

III. General sites of value for print buyers

www.printbuyersinternational.com Print Buyers International, free weekly enewsletter, annual conference, articles, job bank, weekly poll, events

www.whattheythink.com #1 print portal. Covers US print and related industries. Daily updates.

www.paperspecs.com Great paper database, plus terrific weekly enewsletter.

www.gain.net Main site for PIA (Printing Industries of America).

IV. Social media sites to consider

www.Linkedin.com Business networking site. Great search function. Join my group, Print Buyers International, for buyers only. LinkedIn getting more active daily. Use it to promote my PBI events and I've even placed an ad on it.

www.plaxo.com Like LinkedIn but I prefer LinkedIn. Not sure why.

www.twitter.com Social and business networking site. Love it or hate it. I love it.

www.Facebook.com Ditto. Use if for personal reasons only, or mix it up with business connections, too.

www.craigslist.com Not only for selling stuff. I use it to post job openings sometimes.

www.stumbleupon.com Check it out. Haven't really kicked its tires yet.

<http://alltop.com> Great online "magazine rack" that lets you choose the topics to watch. I chose printing, publishing, technology and Twitter so far. It's updated hourly.

www.digg.com If you "dig" a story that's been posted, it helps raise it up to the top of the food chain.

V. Recruitment sites I've heard of: have NOT checked them out yet.

www.rrdpartners.com recruiters. Based in NYC but worth a call or email.

www.semperllc.com job recruitment in printing industry

www.printworkers.com printing jobs etc. don't see Detroit listed. Still..

www.aquent.com job site. Plus they have a Talent Blog. Get it.

www.digitalpeople.net Job site

www.mediabistro.com Job site.

www.creativebusiness.com	Website and newsletter. Located in Boston.
www.linkedin.com/kmotta	In Boston area, in Marketing and Creative Services, Kristin Motta Zwickau, CM Access
www.linkedin.com/in/uspublishingjobs	For Publishing jobs (I think nationwide, but based in LA) Steve Ganz, Personnel Associates, Inc.
www.creativerecruiters.com	Ellen Abrahams & Associates, Inc. Located in NY but places nationwide
www.sksearch.com	Howard-Sloan-Koller Group NY based. Places nationwide.
www.victoriajames.com	Victoria James Executive Search, Inc. CT based. Places nationwide.
www.wennikandmotta.com	CM Access - Based in Boston and PA.
www.hollisterinc.com	Hollister Boston based serves mostly MA.
www.creativegroup.com	Creative Group. Offices Nationwide.
www.digitalpeople.net	Digital People Offices in Boston, Chicago, Minneapolis.
www.psgstaffing.com	PGS Staffing. Boston based.
www.johnleonard.com/jobs/perm_pos.html	Boston-area based.
www.communicationscollaborative.com	Boston based.
www.paladinstaff.com	Offices in major metro cities including Boston.
www.hrassociates.biz	Boston based.

VI. Miscellaneous recommendations from Margie

<i>The New Rules of Marketing and PR</i>	New book by David Meerman Scott, covers new media better than any other book out there. Get it today on Amazon.
<i>Print & Media Buyer</i>	Quarterly magazine for buyers. From American Printer. www.americanprinter.com . (Disclosure: I'm a senior contributing editor and write a column for each issue.)
<i>American Printer</i>	One of the industry's major/best-respected monthly magazine. www.americanprinter.com .
<i>Graphic Arts Monthly</i>	Another excellent print industry magazine. Online version, too. www.gammag.com .